

全国高等职业教育旅游管理专业精品系列教材

# 旅游英语实训教程

ENGLISH TRAINING COURSE FOR TOURISM

田夕伟 唐晓云 ◎ 主 编



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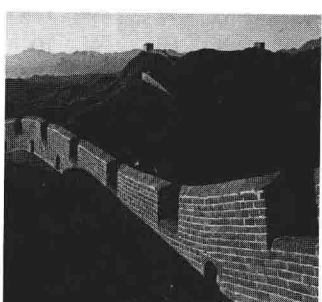
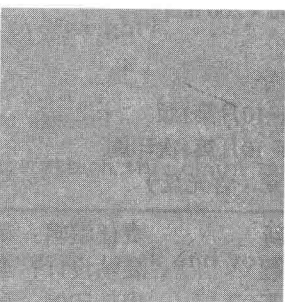
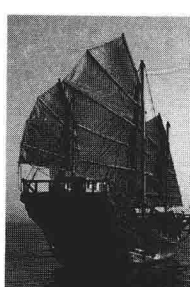
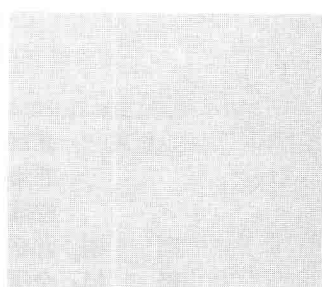
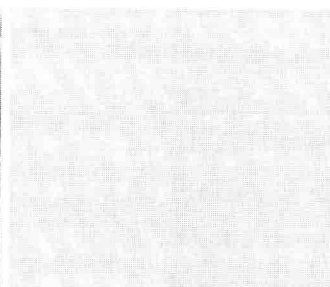
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LÜYOU YINGYU SHIXUN JIAOCHENG

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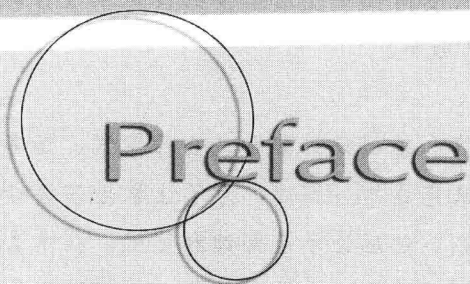
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# Preface

经过多年的教学实践和探索,按照高职高专教育的培养目标,结合旅游专业的教学需要,我们编写了《旅游英语实训教程》。

《旅游英语实训教程》是与旅游公司的一线从业人员合作开发,主要目的是培养学生在完成涉外旅游服务(主要是导游岗位)过程中所需要的英语技能。在教材的内容编排、项目设计和任务安排上,主要根据来自企业一线的合编人员所提供的信息和资料,体现旅行社和酒店实际工作岗位对英语知识和技能的要求。具体如下:

## 1. 内容选择与编排以导游员的工作流程为主线、以项目为导向

旅行社导游员的一个完整工作流程主要分为出团前准备工作、接团、带团和送团四大环节。因此,本教材相应把学习内容依次分为出团前准备工作、接团、带团和送团四个模块。

每个模块中,按照导游需要完成的工作分为若干项目。例如,在出团前,旅行社的工作主要是设计线路、向顾客介绍旅游线路,根据顾客需要预订住宿和交通。因此,在教材的“出团前”模块中设计了“线路介绍”和“预订服务”两个项目。学生学习的过程就是完成项目的过程。通过完成项目中的各项任务,学生可以学习和掌握实际工作中涉及到的有关语言知识和技能。例如,按照旅行社的实际工作内容,要完成“线路介绍”项目,有关工作人员至少要完成“线路设计”、“向顾客介绍线路”和“根据顾客意见改进/定制线路”3个任务。因此,在“线路介绍”项目下,就设计有上述3个任务,让学生在完成任务的过程中,学习和掌握用英语进行线路设计、行程表制作、广告/海报制作、与顾客讲解沟通等实际工作技能,把英语阅读、写作、听说技能练习融汇到相应的工作任务中。学生要完成一个项目,往往需要综合使用到听、说、读、写、译等多项语言技能(视实际工作内容和性质而定。例如,要完成线路设计任务,

学生就首先要阅读现有的、真实的线路设计和线路行程表，分析学习其文体和语言特色，然后再模仿设计，写出自己的线路行程表，在此过程中掌握阅读和写作技能）。

因此，整套教材是以实际工作内容为出发点，设计各项教学内容和练习，各项听、说、读、写、译的语言技能训练都是围绕完成实际岗位工作所需要的技能来设计，有别于以语言技能为出发点而编写的传统旅游英语教材。

### 2. 练习设计适合探索式、任务驱动型教学

有别于传统旅游英语教材，本套教材的内容和练习设计非常适合探索式、任务驱动型教学。所有的学习过程，都是以任务形式来完成的。例如，为了让学生掌握涉外导游行为准则，传统教材可能直接列举这些准则，然后让学生阅读和记忆。在本套教材中，则是通过布置阅读和讨论任务，并提供相关资源，让学生收集、阅读游客的反馈信件（案例学习），然后让学生自己讨论和总结涉外导游服务的行为准则。

### 3. 地方特色

根据企业合作人员的反映，目前大部分旅游英语教材都缺乏针对地方特色的教学内容。本教材的学习内容和练习尽量关注广东/广州本地内容，例如：餐饮介绍除了一般八大菜系外，重点放在粤菜介绍，而景点介绍也是以广州的陈家祠等涉外团队在广州必游的景点为主。掌握了有关技能和方法后，学生今后就可以举一反三，把知识技能运用到其他区域的介绍上。

### 4. 视频资料

目前多数旅游英语教材都缺乏配套视频，不利于学生直观了解导游工作和模拟操练。本教材部分章节配有英语视频，尤其是景点介绍、餐饮购物等环节。

本教材要求在一学期（54学时）内完成，教师可根据学生的水平与需要灵活使用。

本书由广州城市职业学院英语教师负责编写，同时得到北京师范大学出版社的大力支持，在此深表感谢。

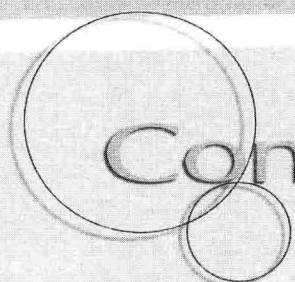
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为方便教师更好地开展立体化教学，本教材配有电子课件和教学大纲，请登录北京师范大学网站 <http://www.bnup.com.cn> 职业教育分社网站下载。

教材中难免存在纰漏之处，敬请同行和读者在使用本教材的过程中给予关注，并将改进意见反馈给我们，以便下次修改时完善。

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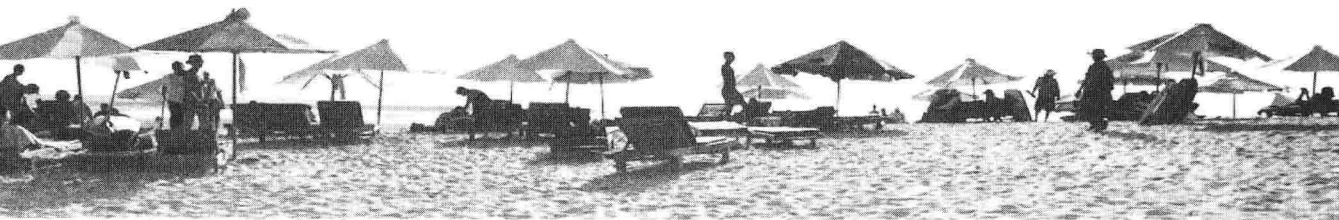


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# Module 1 Pre-tour Services

Tourism services begin before the tour starts. Pre-tour services may include designing the tours, introducing the tours and making hotel or flight reservations for customers. In this module you will learn the language skills for pre-tour services by completing 2 projects.

## Project 1 Tour Introduction

### I . Project Objectives

By completing this project, you will be able to:

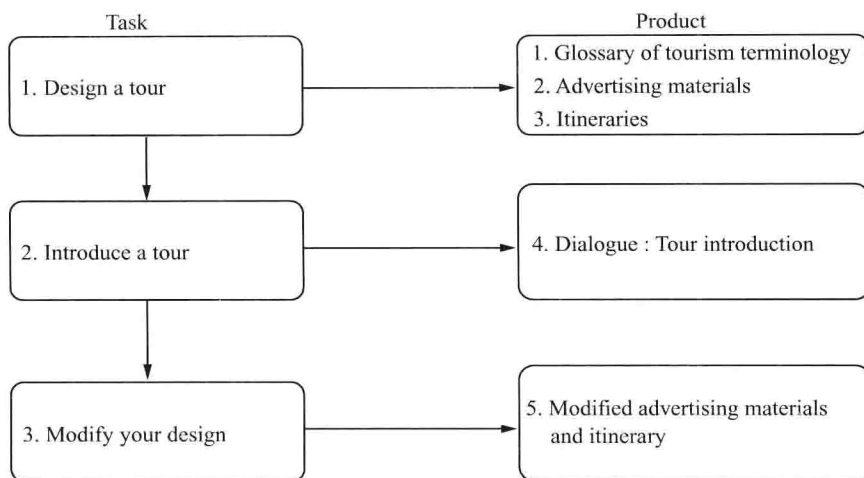
- establish a glossary of tourism terminology in English;
- understand and design tourism advertising materials in English;
- understand and prepare tour itinerary in English;
- communicate on tour offerings in English.

### II . Project Description

In the “Tour Introduction” Project, you are supposed to design a tour for a travel agency. Then you are going to communicate with the potential customer (s) on the tour you have designed. Finally, you will have to fine-tune your design on the customer’s requests (if there is any).

The tasks you are expected to complete and the products to be generated in this project are listed in the diagram below:





### III. Project Implementation

#### 1. Task 1: Design a tour

In this task, you are supposed to design a tour for a travel agency. The whole task is divided into four steps. In Step 1, you'll explore the current offerings from tour operators both at home and abroad. In Step 2, you'll learn how to design a tour. In Step 3, you start to prepare advertising materials for the tour you've designed. In Step 4, you're expected to plan the itinerary for the tour.

##### 1.1 Step 1: Explore current offerings

What kinds of tours are tour operators home and abroad offering? Try to find the answer by reading the following materials and completing the exercises.

#### Reading

##### Reading 1: A survey report: Package holiday is in danger of dying out

Britain is becoming a nation of "holiday hagglers", according to a new travel report issued by Visa Europe.

The survey, which featured over 1,000 British holidaymakers, revealed that over a third of Brits plan to take at least two holidays this year, with 60% heading for a beach based break.

The package holiday is in danger of dying out, as nearly half of us (42%) now favor DIY trips abroad, choosing to book our flights and accommodation separately. The rise of low cost airlines selling cheap fares on the internet has arguably helped to

fuel this rise, with just 22% now admitting to still booking package holidays.

**Top four trends include:**

**Haggling and overspending:** Britain is becoming a nation of “holiday hagglers” according to the travel report. “A quarter of us now negotiate to get better deals before we head off for some fun in the sun and a mere 11 percent accept the first price that we are quoted for a getaway. However, our spendthrift ways seem to go out the window as soon as we hit the beach — more than a third (39%) admit that we will blow the budget on holiday this year and nearly two thirds (63%) will overspend by up to £200 a week,” stated a release.

**Top airport annoyances:** Overpriced food and drink, mind numbing delays and overcrowding top the list of the UK’s airport annoyances. In the report of 1077 holidaymakers, a comprehensive 93% admitted to finding the British airport experience stressful, with the cost of food and drink bugging us the most (35%), closely followed by delays (27%). Overcrowding (10%), bad customer service (6%), uncomfortable seating (6%) and poor airport design (2%) were the other key areas.

**DIY:** The majority of holidaymakers are savvy and confident enough to make their own travel arrangements, by matching up different travel and accommodation components. The rise of low cost airlines selling cheap fares on the internet in the past decade has fuelled the rise in the so-called Do-it-Yourself holidays, with 42% of people now booking their flights and accommodation separately. Undoubtedly this means the traditional package holiday is losing its appeal, with just 22% of those asked saying they would choose package holiday.

**Short holidays:** Short breaks remain an impulse buy, with 20% of holidaymakers booking just one or two weeks before traveling. A further quarter book short breaks only two to four weeks ahead, while a third (35%) book one to three months in advance. Only 13% of short breaks are booked three to six months before travel and just 4% six to twelve months out.

(adapted from <http://www.eyefortravel.com/news/europe/package-holiday-danger-dying-out-report>)

**Exercise: Choose the best answer according to the report.**

1. Which of the following doesn’t mean “a tour”?
  - A. A summer getaway.
  - B. A package holiday.
  - C. A budget flight.
  - D. A beach based break.
2. What is on the rise now?
  - A. Short holidays.
  - B. DIY trips.

C. Package holidays.

D. Beach based breaks.

3. What has placed the package holiday in danger of dying out?

A. Bad customer service.

B. The cost of food and drink.

C. Airport annoyances.

D. The rise of low cost airlines.

4. According to the survey, which of the following is most annoying at the British airport?

A. The price of food and drink.

B. The delay of flight.

C. The stress.

D. The poor service.

5. When do holidaymakers in the UK book their holidays?

A. Most of them book their holidays one or two weeks before traveling.

B. Most of them book their holidays two to four weeks ahead.

C. Most of them book their holidays no more than three months in advance.

D. Most of them book their holidays three to six months before travel.

## Reading 2:

### Definitions of tours

Definitions from Wikipedia ([http://en.wikipedia.org/wiki/Package\\_tour](http://en.wikipedia.org/wiki/Package_tour))

A **package holiday** or **package tour** consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided like a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country. Package holidays are a form of product bundling.

Package holidays are organized by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

**Dynamic packaging** is a method that is increasingly used in package holiday booking procedures which enables consumers to build their own package of flights, accommodation and hire car instead of a pre-defined package.

**Free independent traveler (or tourist)** refers to both a way of traveling and from an industry viewpoint, a sector within the tourism market. FITs practise a form of dynamic packaging but the emphasis is from the end-user point of view and includes the wider economic effects that FITs “spread” in their destination country as opposed to more traditional, consolidated forms of travel.

2) Definitions from China Highlights Travel adapted from (<http://www.chinahighlights.com/faq/tour/tours-booking/What-is-a-package-tour.htm>)

A **tour package** is a China trip which has been constructed by China Highlights

Travel and will include all the components to make your China visit an unforgettable experience as follows:

- \* Domestic fares including airfares, rail or road as specified in the tour
- \* Accommodation as specified
- \* Meals as specified
- \* Guide and driver
- \* Taxes and fees as specified

We do the organization so you just have to enjoy your trip.

### 1. Private China Tours

Private China Tours are usually small groups consisting of 1 ~ 9 people (individuals, family or friends). Group members can enjoy the convenience and privacy of traveling in one vehicle by themselves. Choosing a PRIVATE TOUR will give much more flexibility with your itinerary and time. Your group will have an experienced private guide and driver at your disposal to ensure that you experience the best we have to offer. Groups of 1~3 guests will usually travel by air-conditioned car while groups of 4~9 will travel by air-conditioned van. Is your group 5 or larger? Check our price for a PRIVATE CHINA TOUR! You will be pleasantly surprised.

### 2. Organized Small Group Tours

Our experience guarantees that you see the best and get the best at the best price by joining one of our Organized Small Group Tours. The quality doesn't change we guarantee it!

Organized Small Group Tours can be divided into 2 categories:

1. Single City Tours are 2~5 day packages focusing on the attractions of one city or geographical area. You will be welcomed by our guide who will meet you at your entry point whether it is the train station, airport or your hotel. You will then be able to enjoy a fully escorted tour to enjoy the sights in the comfort of one of our air-conditioned luxury vehicles.

2. Multi-destination China Packages. We have constructed packages that contain the most requested and popular sights and attractions in China. We combine the best of China with our experience and know how to give you a great tour at a great price. You will travel by luxury coach with the best drivers and guides who will ensure you lack of nothing and you will meet new friends with whom you can share your China experiences.

We guarantee that you will not be disappointed by the quality or the value of our Private Tour or our Organized Small Group Tours. Our fixed departure dates for

Organized Small Group Tours mean that you can plan your trip with certainty.

**Exercise 1: Decide whether the following statements are True (T) or False (F) according to the above definitions.**

( ) 1. A Single City Tour offered by China Highlights Travel belongs to a package tour.

( ) 2. A China Private Tour offered by China Highlights Travel is a package tour.

( ) 3. A China Private Tour offered by China Highlights Travel belongs to dynamic packaging.

( ) 4. Organized Small Group Tours offered by China Highlights Travel are pre-defined package tours.

( ) 5. One of the differences between a Private Tour and an Organized Small Group Tour offered by China Highlights Travel is that the latter has fixed departure dates while the former is more flexible with departure dates.

**Exercise 2: The table below helps you to sort out the relation and distinction of the definitions. Complete the table by filling in the blanks.**

Nature of tour	Tour style	Subcategory		Features	Examples
Organized by _____	Package tours	_____	Traditional package tours	Fixed routes, _____.	_____
		Tailor-made	_____	Privacy and _____	Private tours
Non-organized	_____	N/A		Self-planning, _____	_____

**Exercise 3: According to the above definitions, which type of tour do the following offerings belong to?**

**Offering # 1: Hong Kong Island Tour**

**Tour Code:** HKT-HKSICT1

**Tour Price:** From \$ 65 USD

**Tour Departure/ Pick-up:** Pick-up is between 8:30 am and 9:00 am at your hotel daily.

**Tour Duration:** approximate 8 hours

**Tour Highlights:** Victoria Peak, Repulse Bay, Aberdeen

Pick up at your hotel in the morning. You will visit the Victoria Peak, known as Hong Kong's most conspicuous landmark. It is where you can see Kowloon from a hilltop across the Victoria harbour with buildings on Hong Kong Island in the foreground. Continue to visit the Repulse Bay, the sandy beach of having the highest representative characteristics in Hong Kong by its long and broad beach, clean water, fresh sand, calm tide and gentle wave. After lunch, drive to visit the Aberdeen, the largest satellite town of Hong Kong city, is a vibrant waterfront harbour resort. It is unique in the sense that it puts forward the traditional lifestyle and modernity on a single platter. In the afternoon, drive back to your hotel.

**Aberdeen** — Aberdeen is an area at the south shore of the Hong Kong Island. Aberdeen Harbor is a harbor between Aberdeen and Ap Lei Chau.

**Inclusion:**

1. Hotel pick-up and drop-off
2. Air conditioned vehicle
3. Entrance fees where applicable
4. English-speaking tour guide
5. Governmental taxes inside China within the tours where applicable

(Source: <http://www.china-tour.cn/Hong-Kong-Tours/HKT-HKSICT1.htm>)

Answer: Offering #1 belongs to a \_\_\_\_\_ tour.

**Offering # 2: Custom China Tour Inquiry Form**

([http://www.china-tour.cn/Form/Customized\\_Form.php](http://www.china-tour.cn/Form/Customized_Form.php))

Thank you for traveling with China Connection Tours! Please simply fill in the form for your tailor-made China tours and submit it to us. We will respond within 24 hours with our customized itinerary and competitive price to fulfill your requirements. ( * denotes a required field. )	
<b>Your Custom Request</b>	
* Number of Adults	
* Number of Children (under 12 years old)	
* Arrival Date:	
* Departure Date:	



Domestic Flights:	<input type="radio"/> First Class <input type="radio"/> Business Class <input type="radio"/> Economy Class
Domestic Train:	<input type="radio"/> NO <input type="radio"/> Hard Sleeper <input type="radio"/> First-class Soft Sleeper
Hotel Accommodations:	<input type="radio"/> Standard Class <input type="radio"/> First Class <input type="radio"/> Deluxe Class
Room Type Preference:	<input type="radio"/> Twin Beds <input type="radio"/> King/Double bed <input type="radio"/> Triple beds
Describe your requests of China tour, such as places to visit, hotel and food preference, things you want your trip to include/avoid.	

Answer: Offering #2 belongs to a \_\_\_\_\_ tour.

### 1.2 Step 2: Design a tour

Now you are going to design a tour for a travel agency. What components does a tour typically consist of? One example of tour components is the “price” and another can be “tour name/code”. Discuss in groups to decide on the components for your design. Complete the table below after your discussion. The first two components have been done for your reference. You will need to replace them with your own design when you are completing the table.



### Discussing

#### Your Tour Design


Component	
Tour Name/ Tour Code	Guangzhou Highlights/ GZ001
Price	1,000 RMB per person

### 1.3 Step 3: Design advertising materials for your tour

Now you are going to design advertising materials for your tour. First, let's browse some written advertisements of tourism products to find out the main components in these ads.

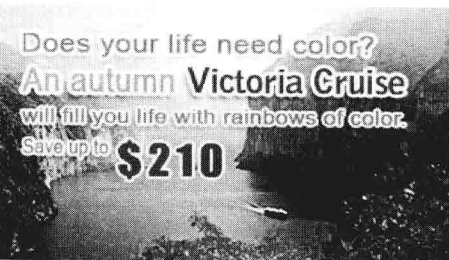
## Reading

Ad sample 1 (Source: <http://www.chinahighlights.com/yangtze-cruise>)



### Take on Victoria Cruise

... experience autumn scenery along Yangtze river



Does your life need color?  
**An autumn Victoria Cruise**  
 will fill your life with rainbows of color.  
 Save up to **\$210**

There is an old saying — “On a slow boat to China” — Well, why not relax on a slow boat on the beautiful Yangtze River. A Yangtze River Cruise will take you through the cradle of China, while giving you the opportunity to see some of the most spectacular scenery imaginable.

Call 800-268-2918 to book a Yangtze Cruise (Toll Free in the USA)

Deluxe Victoria Cruise

Ad sample 2 (Source: <http://www.barrheadtravel.co.uk/press-adverts/pdfs/25%20july.pdf>)

## Lakes & Mountains

### Barrhead Travel Exclusive Offer

### Austria

Fly from Edinburgh to Innsbruck  
 15th & 22nd August  
 4\* Zillertalerhof, Mayrhofen

Traditional hotel, beautifully decorated in a contemporary style. Using pine-wood furnishings typical of the region. Centrally located, it is well loved by guests.

Cosy lounge / house-bar / elegant resident's restaurant.  
 Indoor / outdoor pools • Various saunas • Turkish bath  
 • Infra-red cabin and whirlpool

- Excellent regional and international cooking
- Hot and cold buffet breakfast
- 4 course dinner
- Weekly farmers buffet
- Weekly barbeque evening




Brochure price **£705**  
**BARRHEAD TRAVEL**  
 PRICE ONLY  
**£399**  
 Saving you **£306**

Many more offers available  
 late deals from only **£265**  
 Call for details.

## ★ Discussing

### What are the components a tour ad consists of?

Discuss in groups and fill in the table below. Information of the first ad component has been completed for your example.

Ad component	Linguistic feature/ style	Purpose	Example
headline	inviting words, short phrases	to highlight the selling point of the tour	... experience autumn scenery along Yangtze River

## ★ Writing

### Write your own ad

Now using “Your Tour Design” form you have completed in Step 2, work with your group members to design a written ad for the tour you’ve designed. For example, if the product you’ve designed is a Beijing Hutong Tour, how does the headline “Get an In-depth Experience of Old Beijing Life” sound to you? There is no fixed pattern or format. Utilize your imagination and creativity. Make your ad as impressive, artistic, eye-catching and creative as possible!

#### **1.4 Step 4: Plan an itinerary for your tour**

Now you have designed your tour and an ad for it. It’s time to plan the itinerary of your tour. Learn from the following samples how to prepare an itinerary.